

BUFFALO NIAGARA DENTAL MEETING
SEPTEMBER 27, 2018

**YOUR IMAGE, YOUR BRAND,
YOUR SUCCESS**

JANICE  HURLEY

YOUR IMAGE, YOUR BRAND, YOUR SUCCESS

HOW DO YOU WANT YOUR OFFICE TO BE PERCEIVED?



WHAT DO YOU THINK AFFECTS YOUR PRACTICE'S IMAGE

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

PAY ATTENTION TO YOUR INTERNET FOOTPRINT

Your mobile
website

Review sites

Google

Yelp

Healthgrades

Facebook

PHOTOS AND VIDEO

- ✓ SCHEDULE A PROFESSIONAL PHOTOGRAPHER TWICE A YEAR
- ✓ INDIVIDUAL TEAM MEMBER PHOTOS
- ✓ NO MORE STOCK PHOTOS
- ✓ CONTROL THE BACKGROUND OF YOUR PHOTOGRAPH
- ✓ MAKE SURE YOUR PHOTOS ARE CONSISTENT WITH YOUR BRAND



WORKING WITH ANY OF THE ADMINISTRATIVE TEAM IS A DELIGHT

- How Do You Hire
- How Do You Train
- How Do You Prioritize Responsibilities

THERE ARE CLEAR SYSTEMS IN PLACE TO AVOID STRESS



EFFICIENCY AND RUNNING ON TIME

- Letting Every Team Member Do What They Can Legally Do
- Timing Your Procedures Once A Year
- Scheduling A Year In Advance
- Getting Feedback From The Team



YOUR CONSISTENT MARKETING PLAN

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



BUSINESS NAME:

NAME/POSITION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

WEBSITE: _____

I WOULD LOVE TO RECEIVE JANICE'S NEWSLETTER!

EMAIL ADDRESS: _____

I WOULD BE INTERESTED IN MORE INFORMATION REGARDING:

(Please Circle Your Areas of Interest)

30 POINT IN-OFFICE PRACTICE ASSESSMENT

EXECUTIVE COACHING

IMAGE COACHING/MAKEOVER

PROFESSIONAL IMAGE WORKSHOP FOR WOMEN

STUDY CLUB PROGRAMS

STAFF APPRECIATION AND REFERRAL PROGRAMS

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